Automotive News

November 5, 1984

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Turin tempter

Happy Honda

Super-swoopy styling exercise for the Turin Motor Show in this Honda 07 prepared by Pininfarina. It features Honda's V-6 Formula One engine, mounted behind the seats. The body is believed to be made of a combination Kevlar and carbon-fiber.

Franchise negotiations could begin by year-end

Hyundai set to go in U.S.

By Richard Johnson
Detroit Reporter

Hyundai Motor Corp., which leaped successfully into the Canadian auto market in 1984, has begun unofficial contacts with U. S. dealers, and could be negotiating franchise agreements in this country before the end of the year.

The South Korean auto maker is also preparing to open import sales offices in the U. S., according to John Wright, vice president of sales and marketing for Hyundai Auto Canada. Wright said the U. S. offices will probably be located in Detroit, Los Angeles and New Jersey.

While Hyundai's Pony and Stellar lines are pegged for a 1986-model-year introduction in the U. S., the precise date of their arrival has not been determined. However, Wright said his best "guess" is January, 1986, rather than the traditional early fall new-car intro period.

Meanwhile, the South Korean-built, rear-drive Pony subcompact continues to do brisk business north of the border. The company has now officially quadrupled its original sales projection of 5,000 units for 1984 — announced during public introduction last January.

Through September, calendar year sales were placed at 15,289. Sales for September were 2,901 units, eclipsing the previous one-month record of 2,739 set in August.

"It looks like we are going to beat our September level in October," said Wright. "In fact, I know we will. Sales are going up every month."

Hyundai, which has had to boost its 1984 sales projection several times this year is now forecasting sales of around 20,000 units for its first 12 months in the Canadian market.

While unexpected demand caused some supply problems early on, Wright said the South Korean factory producing Ponys added a second shift earlier this year. Customers ordering a vehicle from the plant in Ulson are waiting 3-4 weeks for delivery, he said.

"There are shortages in some colors and some models, but generally, in the last two or three months, supply has been good," he said.

Dealer numbers are also soaring. After beginning with a network of 50 retailers last winter, Hyundai Auto Canada now has 113 spread across the country and is aiming at a dealer body of 150 by next spring.

"We are ecstatic," said Wright. "This is more than we could have forecasted. It is the most successful launch ever in Canada. Naturally, we caught the upswing in the market, but it seemed to be the right car at the right time."

He also attributed the Pony's galloping first-year pace to an aggressive ad campaign, a "well-financed and very powerful" dealer group, a kindly press and the car's "value for the money."

Prices are kept low, in part, because the Pony is imported to Canada under a special tariff applicable to products from developing countries.

Pony sales have also benefitted from a voluntary quota system in Canada which restricts Japanese auto imports and has created demand at the low-price end of the passenger-car market. Currently, Japanese auto makers are held to 18 per-

Continued on Page 66, Col. 4

Reagan reelection will prolong auto access to White House

By Helen Kahn
Washington Bureau Chief

News Analysis

WASHINGTON. — With the pollsters calling President Reagan's reelection virtually certain, this is a quick look at what this would mean to the auto industry. A revisit next week, when the breadth of Reagan's coattails is known, will explore what Congress may do to help or thwart the Reagan Administration.

Of importance is that with the President's reelection, the auto industry will continue to have access to the White House and to the regulatory agencies. While this has not always meant success, it will give the companies a shot at the action and it will be in sharp contrast with the Carter Administration which shunned Detroit.

If Mr. Reagan is reelected, the industry might continue to be better off than it was before 1980. (Table on Page 66.) Even the workers might be better off — even with fewer of them. (Table on Page 66.) The winner, however, may turn out to be the robot manufacturers and the computer chip makers.

The auto industry, never totally happy with any government, has a natural tilt toward business - oriented Republicans. The companies have welcomed tax relief and depreciation benefits and writeoffs, not to mention regulatory relief. Some have even profited from the extraordinary growth in defense spending.

Nonetheless, an informal phone survey failed to turn up a single company man who is not seriously worried about the Reagan deficits; nor one who believes for a minute that economic growth will handle the deficit; nor one who believes

Continued on Page 66, Col. 4

breaking news

Chrysler to redeem $58 million in debentures

DETROIT.—Chrysler Corp. said it will redeem $58 million in 12-percent debentures outstanding on Dec. 20. The auto maker will redeem the debentures, due in 1991, for their $1,000 each face value, plus $56.33 in interest from last July 1. Chrysler sold $77 million of the debentures in May, 1980, to its dealers and suppliers to help qualify for federal loan guarantees. Chrysler already has repurchased $19 million of the debentures.

UAW organizes Greenfield Village

DEARBORN.—The UAW has been elected the bargaining representative for 126 workers at Greenfield Village by a 2 to 1 margin, according to Stephen P. Yokich, UAW vice president. The vote was 68 to 36. The bargaining unit includes skilled maintenance workers and some production employes including blacksmiths, candlemakers, glassblowers and so on. The cooks and bakers at the Eagle Tavern are also part of the unit.

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But product for new U. S. dealer group is changed

Honda Acura net to start in 1985

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — Acura, American Honda's second distribution channel in the U. S., will begin operations late next year selling the smaller Quintet line of vehicles rather than the executive-class sedan as originally planned, AUTOMOTIVE NEWS has learned.

The larger sedan, codenamed HX and using a design conceived jointly with BL, was scheduled to debut early in 1986. However, the V-6 powerplant to be used in the car is taking longer than expected for Honda to develop. As a result, the introduction has been pushed back to mid-1986 at the earliest.

Despite this setback, American Honda plans to go forward with the original timetable for the Acura franchises and will use the Quintet series to launch the channel late next year.

Quintet currently is being sold in Japan and Europe and is scheduled for a complete overhaul during 1985. In its current configuration, it is slightly smaller than the Accord, but larger than Civic.

• The new model range would include four-door hatchbacks and sedans and possibly a two-door coupe and would sell in the $8,000 to $10,000 range. The HX, on the other hand, is planned to sell in the $15,000 to $18,000 range.

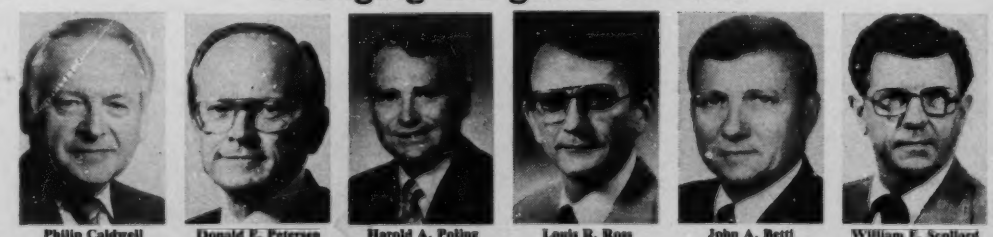
This latest move suggests the Acura product line will be much broader than previously thought. Early information on Acura pointed to a franchise that would deal only in upmarket vehicles such as the HX and a mid-engine two-seat sports car.

The decision to start with Quintet, as well as Acura's franchise structuring, indicates, however, that Honda has much more in mind for the new channel. According to one source, Honda dealers who are granted Acura franchises may not operate them in the same territory as their existing store.

Such a setup would provide a competitive atmosphere for the consumer and would prevent a dealer from controlling a market if Acura and Honda dealers

Continued on Page 67, Col. 4

Changing the guard at Ford



Philip Caldwell | Donald E. Petersen | Harold A. Poling | Louis R. Ross | John A. Betti | William E. Scollard

Story on Page 2

It could wind up paying twice

Ruling against offsets could be costly to GM

By Jake Kelderman
Washington Reporter

WASHINGTON. — The decision by the U. S. Court of Appeals here forbidding the EPA from utilizing so-called offsets to compensate for failed emission-control systems on older cars may result in General Motors paying twice for an offense not altogether its own doing.

The matter involves approximately 700,000 cars built by GM for the 1979 model year which, for reasons unknown to GM and the EPA, fail to meet oxides of nitrogen emission standards in use.

Normally those cars would be recalled and repaired. That is not possible in this case, however, unless GM retards the spark substantially and thereby impairs driveability and lessens fuel economy by about 7 percent. Even then the fix would not bring all the cars into compliance.

That being the case, EPA and GM conceived of another option whereby the company would build some 2.3 million 1982-83 cars certified to an oxide of nitrogen standard one-tenth of a gram per mile below the 1.0-gpm NOx standard.

The end result, the two concluded, would be not only cleaner air but continued credibility for EPA's recall program. As one EPA official said at the time, "I don't think we would get many people to bring their cars in if we tell them that correcting the emissions problem will cost them driveability and fuel economy."

The Center for Auto Safety; Public Citizen, Inc.; Natural Resources Defense Council and others saw it somewhat differently, however, arguing that by allowing offsets, the EPA was opening a "Pandora's Box;" in effect giving auto makers an incentive to build less than the best emission-control system knowing that if it failed they might not need to fix it.

• A spokesman for the environmental groups noted that the situation was really nothing more than a gamble that GM lost. A slight loss in fuel economy and driveability is a comman occurrence in many recalls, he said.

"If it takes $100 to make the cars right, then that is what the company should be made to spend," he said.

The U. S. Court of Appeals chose not to address that issue, but took instead a strictly legal interpretation and ruled that the Clean Air Act simply allows for no other remedy but recall.

That being the case, EPA is now trying to decide what to do about those 700,000 polluting cars.

If it orders GM to recall the cars, it would be penalizing the company twice, because GM has already built the 2.3 million cars it needed to offset the excess air pollution from the failed cars.

Indeed, those cars have done even better than expected, averaging only 0.59 gpm NOx in-use, according to EPA's most recent survey of the vehicles.

Yet, under the court order, EPA apparently can do little else but order a recall. "We're in a real pickle on this one," EPA sources said, "but clearly we've got to come up with some kind of option to deal with those circumstances in which a realistic fix is not possible for an emissions-control problem."

That solution, as the appeals court itself said, will have to come from Congress. Indeed, in previous attempts to amend the Clean Air Act the notion of offsets has been raised and auto industry sources indicate it will be raised again until Congress accepts them.

A GM source said, "Let's face it, there are going to be some instances where no matter what our best engineering and intentions are, there will be some cars that do not meet the emissions standards. You simply cannot control everything."

Meanwhile, GM and the EPA continue in a "damned if you do, damned if you don't situation" with the 700,000 faulty cars. EPA is faced with ordering a recall for a fix that will not be adequate for all cars, thereby setting another precedent that might be challenged in court, and GM, having already paid the piper once, is looking at having to pay it again.

High hopes for Jetta

VWoA expects the all new, imported Jetta to top its U.S.-built hatchback cousin, now the Golf, for the first time this year. Classed as a five-seat compact, Jetta has a high deck lid to improve its aerodynamics, giving it a family resemblance to the new Audis.

As Golf replaces the Rabbit

VW 'over the hump,' Phillips says

By Matt DeLorenzo
Los Angeles Reporter

SANTA BARBARA, Calif. — Calling the Golf, Jetta and GTI the heart of the Volkswagen franchise, Noel Phillips, president of Volkswagen of America, said the introduction of the Rabbit replacement is a pivotal point in the company's history.

"Volkswagen is over the hump," Phillips said, noting that the company turned a profit in '83 and is looking at even better results for 1984. He addressed a news preview of the new models.

Phillips expects sales to reach 190,000 units for '84, up over the previous year's total of 170,000.

For 1985, he sees total U. S. sales dipping slightly to just over 10 million, down from his estimate of 10.5 million for this year.

Despite a smaller overall market, Phillips said "the market relevant to Volkswagen will not be less than '84" and he predicted the company would increase its market share.

VW has targeted sales at 275,000 for '85—100,000 each of the new Golf and Jetta series for the other models.

If VW is able to achieve those figures, it would move its industry share from 1.8 percent of the total market to 2.7 to 2.8 percent.

While sales of VW's imported product are up 42 percent this year, sales of the U.S.-built Rabbit had been declining. Phillips attributed the 9 percent decrease to the model buildout which saw Rabbit production cease in mid-June.

Phillips also called the new Golf "the springboard for the rest of the '80s" for Volkswagen and added that the company is also counting heavily on Jetta to help boost market penetration.

"The Jetta range will spearhead our thrust," Phillips said.

VW has also spent $200 million updating its Westmoreland (Pa.) assembly plant and Charleston (S. C.) stamping plant for the new Golf.

Phillips said Westmoreland will continue to produce cars on one shift and added that the company is leaving the door open to the possibility of building Jettas here, depending on demand.

He indicated that it would take 12 to 18 months to tool the plant for Jetta.

GTI, which is also produced in the U. S., is expected to account for about 25 percent of the Golf model mix, according to Jim Fuller, vice president of the Volkswagen Division.

That mix is down about 5 percentage points from previous levels, however, the decrease is attributed to a later production startup date than the standard Golf models.

The importance of Golf, Jetta and GTI to VW's future is underscored by the media blitz that will be unleashed during the last eight weeks of the year to introduce the new car.

According to Fuller, approximately 200 commercials will air on national television in prime time and on NFL and college football games. A massive print ad campaign has also been readied and Fuller said expenditures will be more than 20 percent higher than ever before.

The added emphasis on Jetta —Fuller said the 100,000 unit estimate is double current levels—and on VW's other imported product (Quantum, Scirocco and Cabriolet) has taken VW away from being a one-car-line company to a full-line maker.

VW will be adding further to its import range when it introduces a Quantum with all-wheel drive in the first quarter of 1985.

Volkswagen Golf is defended as logical successor

By Jake Kelderman
Washington Reporter

Volkswagen of America is launching its new Golf, the replacement for the 10-year-old Rabbit which paved the way for the legion of small econobox cars that now populate U. S.-highways.

Whether the new Golf will achieve the same success remains to be seen; but even before the car hit the streets, industry analysts criticized it as being "warmed over milk"—an evolutionary vehicle at a time when the market is demanding "new and exciting."

VWoA officials, aware of those

Continued on Page 67, Col. 1

Bigger than Rabbit

The most noticeable change in VWoA's new Golf is the rear end, but the car also is longer and wider than its predecessor, the Rabbit. It has a longer wheelbase, wider stance, larger trunk and seats five. Golf will be built in Pennsylvania.

Chrysler to stay with big cars –but where?

Chrysler Corp. has decided to continue production of its rear-drive big cars indefinitely, but still is undecided about where they will be produced, Chrysler Vice Chairman Gerald Greenwald said in an interview with AUTOMOTIVE NEWS.

"Sales just keep going up," Greenwald said of the cars, among the oldest in the corporate lineup. Previously, the M-body production was moved from Windsor, Ont., to St. Louis to make room for minivan production in Windsor.

Greenwald said Chrysler is happy with the quality and production it is getting in St. Louis and would like to keep the cars there.

However, the big-car assembly conflicts with current plans to begin additional minivan assembly in St. Louis in 1986.

"We're trying to resolve that," Greenwald said.

— DAN MCCOSH

Cut in wholesale prices possible, Nissan says

By John Hartley
Staff Correspondent

TOKYO. — Embarrassed by the continuing low value of the yen against the dollar, Nissan is reviewing the price paid by its U. S. subsidiary to the parent company.

Transfer-pricing of cars and components between companies and their subsidiaries has long been a controversial subject, since it is possible for a company to manipulate prices so that profits are channeled back to the home country.

Nissan and Toyota have flatly denied allegations in the U. S. that they have adopted high transfer prices to subsidiaries.

Now, however, Takashi Ishihara, Nissan president, has admitted that prices of U. S.-bound cars may be reduced. He said that this would enable the sales subsidiary to benefit from any exchange profit, but he said that it will not lead to a markdown in sticker prices.

The statement did not imply that Nissan accepted the charges of high pricing, but merely that it had been caught out by the low value of the yen.

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60th year — No. 5047

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Mazda Knoxville moves

KNOXVILLE, Tenn. — Mazda Knoxville, formerly Snider Mazda, has moved to new facilities on Kingston Pike.

Suzuki Samurai bows in Canada

Suzuki's Samurai Super Long-Body is one of five new models for the Canadian market, featuring a larger, 1.3-liter, engine and new five-speed transmission. Instrument panel, seats, graphics and front end have been redesigned for '85.

'84 total up 81 pct. for 23 makes

Dealers spend heavily for spot TV

By Joseph Bohn
Marketing Editor

Factory auto advertising may be up only modestly for this year, but dealer association spending has really taken off.

A tally of spending by dealer associations representing 23 different makes in spot TV, their largest media category, shows spending up 81.3 percent over last year for the first six months of 1984.

Associations for American Motors through Volvo spent $124.5 million during the first six months of 1984, up from $68.7 million in like 1983, according to Broadcast Advertiser's Reports data from the Television Advertising Bureau.

The figures include any makes whose associations spent in excess of $1 million for the period.

Generally, most of the domestic auto division marketing executives have been touting the extra funds they're putting into local market support programs, aimed at encouraging more advertising by dealer groups.

• And some divisions, like GMC, have been organizing more groups for additional marketing clout.

The figures bear out those activities.

GMC associations, for example, recorded a fourfold increase from $561,700 last year to $2,622,400 in 1984.

Mercury association spending jumped to $3,371,200 from $801,400, and Chevrolet association spending jumped to $14,437,500 from $6,830,600.

Every domestic line except Chrysler scored a sizeable increase. The Chrysler nameplate dropped to $1,238,500 from $1,760,700 in 1983.

Import dealer groups were similarly spending far in excess of what might be attributed to a stronger market.

Associations for Isuzu, for example, kicked up spending to $1,144,200 from $257,900 in like 1983.

Nissan groups boosted spending to $12,986,200 from $6,603,800. And Volkswagen groups scored a heavy increase to $3,482,400 from $962,400 in 1983.

Dealer Association Spot TV Spending

JANUARY - JUNE	1983	1984
AMC	$ 904,900	$ 2,004,900
Audi	1,720,800	1,825,200
BMW	517,500	3,290,600
Buick	6,036,100	7,799,100
Cadillac	874,900	1,556,000
Chevrolet	6,830,600	14,437,500
Chrysler	1,760,700	1,238,500
Dodge	3,159,000	5,208,500
Ford	6,663,700	11,933,100
GMC	561,700	2,622,400
Honda	2,075,600	2,960,100
Isuzu	257,900	1,144,200
Mazda	1,782,200	4,457,600
Mercury	801,400	3,371,200
Nissan	6,603,800	12,986,200
Oldsmobile	8,492,400	12,136,800
Plymouth	123,200	2,873,400
Pontiac	2,348,700	9,117,500
Renault	1,373,200	3,492,100
Subaru	4,299,800	5,313,000
Toyota	2,954,800	4,429,900
Volkswagen	962,400	3,482,400
Volvo	1,046,600	1,401,600
TOTAL	$68,705,500	$124,530,000

Source: Television Bureau of Advertising from Broadcast Reports Data.

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OF YOUR COMPETITION WITH
KANSAS JACK'S
LAZER BEAM ALIGNER.
Why you're money and years ahead with a Lazer Beam Aligner.
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• Performs 13 operations less versatile universal systems can't
• Let's you make fast, accurate estimates
• Virtually eliminates comebacks
• Quick, easy set-up
• Maximum profits
• Fast payback
• Easy to learn.

$135 settlements made to buyers of 1980 Toyotas

BALTIMORE. — Toyota buyers in Maryland, Virginia, Delaware and the District of Columbia are now receiving checks of $135 each as part of the settlement of the price-fixing suits against Mid-Atlantic Toyota Distributors, Inc., and Toyota dealers who sold rustproofing and undercoating at fixed prices and without choice to buyers.

This is all part of a series of cases involving some 34,000 customers in Delaware and Pennsylvania (Automotive News, Oct. 29), 10,000 in Maryland, and 9,600 in Virginia and 900 in Washington.

In Delaware, Maryland, Virginia and Washington, Toyota buyers may cash their checks of $135 at Toyota dealerships. Or, they may choose instead to buy $250 in goods or services, including tuneups and some parts. Consumers must redeem their checks at the dealership where they bought their car, if it is still in business.

As in Pennsylvania, Mid-Atlantic will pay $80 of each settlement; the rest is to be paid by dealers.

The multi-district litigation was finalized by a federal judge here.

Higgins breaks ground

PROVO, Utah. — Ground has been broken for Ed Higgins Chevrolet-Buick here.

PRODUCTION OVERSEAS

BRAZIL

Cars

	8 mos., 1984	8 mos., 1983
Farus	23	51
Fiat Auto	61,738	77,545
Ford	97,579	86,790
General Motors	112,035	128,227
Gurgel	23	0
Puma	91	158
Sta Matilde	42	18
Toyota	97	135
Volkswagen	193,961	234,284
Total	465,589	527,208

Vans, trucks, buses

Agrale	321	116
Fiat Auto	23,634	18,870
Fiat Diesel	285	255
Ford	25,086	21,121
General Motors	16,470	11,844
Gurgel	557	845
Mercedes-Benz	19,174	15,562
Puma	10	22
Scania	2,291	1,428
Toyota	2,095	1,437
Volkswagen	8,358	5,623
VW-Caminhoes	4,166	2,799
Volvo	1,210	862
Total	103,657	80,784
Total vehicles	569,246	607,992

FRANCE

Cars

	8 mos., 1984	8 mos., 1983
Peugeot SA	823,372	858,820
Citroen	310,321	363,013
Peugeot	461,344	372,714
Talbot	51,797	123,093
Renault	934,680	1,061,468
Total	1,758,052	1,920,288

Vans, trucks, buses

CBM	23	44
Peugeot SA	74,472	88,570
Citroen	18,753	20,468
Peugeot	47,223	54,822
Talbot	8,496	13,280
Renault	142,733	150,674
Sovam	56	50
Unic	3,367	4,240
Total	220,651	243,578
Total vehicles	1,978,703	2,163,866

JAPAN

Cars

	7 Mos., 1984	7 Mos., 1983
Daihatsu	103,704	112,968
Fuji	147,376	132,129
Honda	502,790	490,539
Isuzu	43,827	70,408
Mazda	465,322	522,872
Mitsubishi	306,011	300,066
Nissan	1,123,037	1,095,766
Suzuki	95,016	70,783
Toyota	1,459,453	1,414,383
Total	4,246,536	4,209,914

Vans, trucks, buses

Daihatsu	237,196	202,699
Fuji	180,683	179,325
Hino	35,346	30,149
Honda	88,092	108,637
Isuzu	185,306	148,897
Mazda	219,966	175,121
Mitsubishi	310,783	276,562
Nissan	383,792	385,034
Nissan Diesel	22,602	19,518
Suzuki	304,690	296,878
Toyota	601,621	543,190
Others	426	412
Total	2,570,503	2,366,422
Total vehicles	6,817,039	6,576,336

SPAIN

Cars

	6 mos., 1984	6 mos., 1983
Ford	139,652	125,401
General Motors	128,484	109,111
Peugeot SA	96,058	95,011
Citroen	51,702	64,101
Talbot	44,356	30,910
Renault	127,280	156,235
Seat	115,949	118,023
Total	607,433	603,781

Vans, trucks, buses

Enasa	5,137	7,660
Ford	4,440	3,381
Land Rover	5,500	11,551
Mercedes-Benz	5,241	4,692
Motor Iberica	9,536	10,370
Peugeot SA	8,731	12,645
Citroen	8,731	12,442
Talbot	0	203
Renault	15,760	18,553
Seat	13,592	13,358
Setra	124	0
Total	68,061	82,237
Total vehicles	675,494	686,018

REGISTRATIONS OVERSEAS

UNITED KINGDOM

Cars

	9 mos., 1984	9 mos., 1983
Alfa Romeo	3,433	6,761
BL Cars	252,650	265,001
Austin Rover	250,240	262,849
Range Rover	2,410	2,152
BMW	20,439	20,663
Daihatsu	4,041	4,181
Fiat Auto	41,136	41,518
Ford	410,472	430,666
FSO	4,434	3,536
General Motors	237,602	211,118
Honda	15,003	14,781
Hyundai	3,900	2,997
Jaguar	6,200	5,675
Lada	12,752	15,700
Lotus	440	314
Mazda	13,565	14,969
Mercedes-Benz	11,752	11,228
Mitsubishi	8,291	7,629
Nissan	82,883	79,883
Panther	193	78
Peugeot SA	78,339	87,896
Citroen	20,737	20,821
Peugeot/Talbot	57,602	67,075
Reliant	90	75
Renault	49,442	51,021
Rolls-Royce	530	543
Saab	7,175	7,546
Skoda	9,040	9,265
Subaru	2,179	2,570
Suzuki	2,544	2,667
Toyota	25,988	25,759
VW-Audi Group	78,909	82,662
Audi	16,568	16,363
Volkswagen	62,341	66,299
Volvo	48,546	50,134
Zastava	4,588	3,436
Others	3,435	3,780
Total	1,439,991	1,464,052

SWEDEN

Cars

	9 mos., 1984	9 mos., 1983
Alfa Romeo	815	562
BMW	3,175	2,820
Daihatsu	689	743
Fiat Auto	4,999	3,881
Ford	19,420	14,871
General Motors	15,568	14,238
Honda	2,617	2,198
Jaguar	31	14
Lada	1,162	1,455
Mazda	8,138	8,893
Mercedes-Benz	4,195	3,339
Mitsubishi	1,236	1,119
Nissan	5,452	4,161
Peugeot SA	5,434	4,468
Citroen	2,578	1,964
Peugeot/Talbot	2,856	2,504
Porsche	246	151
Renault	1,952	1,626
Saab	20,786	20,545
Skoda	227	279
Subaru	398	433
Suzuki	1	0
Toyota	6,337	6,012
VW-Audi Group	19,867	16,156
Audi	5,486	3,467
Volkswagen	14,381	12,689
Volvo	42,446	41,734
Others	16	10
Total	164,307	149,708

WEST GERMANY

Cars

	8 mos., 1984	8 mos., 1983
Alfa Romeo	9,245	8,600
Austin Rover	5,128	2,893
Bertone	650	713
BMW	111,745	110,351
Daihatsu	4,601	4,432
Ferrari	226	n/a
Fiat Auto	77,403	71,232
Ford	201,892	207,422
General Motors	280,553	327,495
Honda	28,187	22,929
Isuzu	1,921	659
Jaguar	1,276	588
Lada	6,253	5,729
Mazda	48,289	41,682
Mercedes-Benz	155,798	172,991
Mitsubishi	31,666	27,236
Nissan	43,227	32,207
Peugeot SA	70,028	67,484
Citroen	28,407	31,276
Peugeot/Talbot	41,621	36,208
Pininfarina	538	518
Porsche	8,177	8,439
Renault	61,645	61,601
Saab	2,718	2,637
Seat	3,315	324
Skoda	1,521	1,129
Subaru	4,737	3,496
Suzuki	10,092	9,530
Toyota	36,969	35,049
VW-Audi Group	455,300	487,038
Audi	99,090	124,351
Volkswagen	356,210	362,687
Volvo	10,820	10,475
Others	924	909
Total	1,674,844	1,725,688

AUSTRIA

Cars

	8 mos., 1984	8 mos., 1983
Alfa Romeo	1,931	2,132
BL	150	353
BMW	6,040	6,598
Daihatsu	531	730
Fiat Auto	11,508	10,513
Ford	15,829	14,803
General Motors	19,057	23,851
Honda	3,189	3,161
Lada	1,006	1,183
Mazda	15,670	19,882
Mercedes-Benz	4,749	5,861
Mitsubishi	3,255	3,317
Nissan	7,605	11,790
Peugeot SA	10,852	10,990
Citroen	4,690	4,871
Peugeot/Talbot	6,162	6,119
Porsche	362	393
Renault	7,400	8,330
Saab	315	348
Seat	542	92
Skoda	812	668
Subaru	1,407	2,567
Suzuki	902	726
Toyota	7,030	8,194
VW-Audi Group	28,626	35,141
Audi	5,082	8,435
Volkswagen	23,544	26,706
Volvo	2,504	2,728
Others	113	30
Total	151,589	174,381

DENMARK

Cars

	8 mos., 1984	8 mos., 1983
Alfa Romeo	213	205
Austin Rover	320	45
BMW	1,843	1,673
Dacia	659	177
Daihatsu	1,331	1,982
Fiat Auto	5,769	4,069
Ford	16,483	11,721
FSO	740	400
General Motors	13,844	11,465
Honda	1,013	888
Jaguar	27	22
Lada	2,988	3,652
Mazda	9,169	8,767
Mercedes-Benz	561	535
Mitsubishi	1,239	736
Nissan	5,462	5,414
Peugeot SA	6,941	5,599
Citroen	4,361	3,151
Peugeot/Talbot	2,580	2,448
Renault	450	482
Saab	1,179	1,449
Skoda	5,323	5,597
Subaru	139	200
Suzuki	34	0
Toyota	10,935	7,968
Trabant	67	106
VW-Audi Group	6,545	3,843
Audi	435	536
Volkswagen	6,110	3,307
Volvo	4,084	2,769
Wartburg	750	756
Zastava	544	5
Total	98,657	80,785

Ford's on top

How long will it last?

How long can Ford Motor Co. hang on to its newly won lead in European car sales?

Through the first eight months of 1984 Ford crept ahead of Fiat Auto S.p.A.—which led for most of the year—mainly on the strength of its August performance in the United Kingdom. Ford is a comfortable market leader in the UK, and August is a traditionally high-demand month there.

The difference between the two top contenders after eight months was just over 12,000 units in a total European market of more than 7 million. By unofficial estimates, Ford's share was 13.1 percent, Fiat's 12.9 percent.

The other leading four European majors were VW-Audi Group (11.6), General Motors (11.3), Peugeot Group (11.2) and Renault (10.8).

Even Ford officials, however, quietly acknowledge the confident claim of Fiat's Vittorio

Continued on Page 38

New-car sales in Europe: 8 months 1984-83

	1984	Pct. Market share	1983	Pct. Pt. Change on '83
Ford	932,300	13.1	956,900	− 2.6
Fiat Auto	920,100	12.9	881,400	+ 4.4
VW-Audi Group	826,500	11.6	877,300	− 5.8
General Motors	803,500	11.3	839,900	− 4.3
Peugeot SA	800,700	11.2	868,100	− 7.8
Renault	769,900	10.8	898,700	−14.3
Japanese (all)	735,400	10.3	745,200	− 1.3
TOTAL	7,118,000	100.0	7,390,000	− 3.7

Six largest national markets in Europe: 8 months 1984-83

	1984	1983	Pct. Pt. Change on '83
West Germany	1,671,200	1,725,700	− 3.2
United Kingdom	1,290,800	1,345,600	− 4.1
France	1,153,300	1,339,700	−13.9
Italy	1,148,900	1,117,000	+ 2.9
Spain	365,100	377,400	− 3.2
Netherlands	312,200	323,800	− 3.6
Others	1,176,500	1,160,800	+ 1.3
TOTAL	7,118,000	7,390,000	− 3.7

JAPAN

Cars

	7 Mos., 1984	7 Mos., 1983
Daihatsu	68,125	67,568
Fuji	50,357	46,375
Honda	148,138	136,240
Isuzu	26,777	37,168
Mazda	131,672	150,832
Mitsubishi	123,859	106,795
Nissan	505,602	506,238
Suzuki	46,341	53,651
Toyota	772,634	741,355
Imports (all)	24,222	20,770
Total	1,897,727	1,866,992

Vans, trucks, buses

Daihatsu	184,945	159,564
Fuji	131,231	120,509
Hino	23,804	21,282
Honda	83,817	97,565
Isuzu	72,204	68,816
Mazda	95,957	88,143
Mitsubishi	193,795	180,186
Nissan	170,313	168,196
Nissan Diesel	12,910	11,039
Suzuki	224,903	219,703
Toyota	216,134	219,633
Imports (all)	106	0
Total	1,410,119	1,354,636
Total vehicles	3,307,846	3,221,628

SWITZERLAND

Cars

	7 mos., 1984	7 mos., 1983
Alfa Romeo	5,359	5,031
American Motors	92	178
Austin Rover	1,563	1,336
Bertone	199	152
BMW	8,062	7,487
Daihatsu	644	838
Ferrari	127	135
Fiat Auto	14,866	15,097
Ford	15,919	17,517
General Motors	25,081	23,674
Honda	5,690	4,598
Isuzu	348	350
Jaguar	277	212
Lada	25	215
Maserati	212	14
Mazda	5,912	8,699
Mercedes-Benz	4,001	3,480
Mitsubishi	5,370	6,045
Nissan	6,265	10,303
Peugeot SA	15,415	16,279
Citroen	6,749	6,992
Peugeot/Talbot	8,666	9,287
Pininfarina	218	173
Porsche	1,054	1,028
Puch	57	72
Renault	9,311	9,671
Rolls-Royce	60	65
Saab	843	857
Skoda	107	171
Subaru	4,072	4,400
Suzuki	2,124	2,435
Toyota	11,446	12,375
VW-Audi Group	26,992	26,315
Audi	6,717	8,148
Volkswagen	20,275	18,167
Volvo	4,204	4,285
Others	91	136
Total	176,015	183,623

FRANCE

Cars

	6 mos., 1984	6 mos., 1983
Alfa Romeo	10,714	13,957
Austin Rover	16,377	15,520
BMW	14,869	16,049
Ferrari	43	82
Fiat Auto	49,300	47,509
Ford	71,613	75,826
FSO	972	1,059
General Motors	37,477	40,733
Honda	3,117	4,036
Innocenti	750	893
Jaguar	84	95
Lada	12,882	13,249
Mazda	4,757	6,988
Mercedes-Benz	8,581	7,901
Mitsubishi	1,656	1,891
Nissan	6,381	8,410
Peugeot SA	300,027	352,393
Citroen	118,019	143,636
Peugeot	156,278	154,100
Talbot	25,130	54,657
Porsche	778	880
Renault	287,544	375,128
Saab	532	368
Seat	7,208	18
Skoda	2,194	2,870
Toyota	5,555	6,829
VW-Audi Group	50,807	62,184
Audi	13,190	13,951
Volkswagen	37,617	48,233
Volvo	8,398	7,139
Zastava	676	988
Others	575	218
Total	903,043	1,062,679